

1. (Currently Amended) A laminate having a hook-engageable surface comprising a substrate of paper having at least one broad surface, and a layer of hook-engageable material ~~having a basis weight of less than about 4 ounces per square yard and~~ comprising a generally sheet-form web body having a first surface laminated to said at least one outer broad surface of the paper substrate and a second surface from which hook-engageable fibers or yarns extend,

wherein the paper substrate is a component of a corrugated board comprising a corrugated paper core laminated at its spaced apart flute regions to said hook-engageable material.

2. (Original) The laminate of claim 1 wherein said hook-engageable material has a basis weight of about 2 ounces or less per square yard.

3. (Original) The laminate of claim 1 in which the hook-engageable material includes a binder resin anchoring the hook-engageable fibers or yarns and constituting between about 20% and 40% of the weight of the material.

4. (Original) The laminate of claim 1 wherein the material comprises a non-woven material.

5. (Original) The laminate of claim 4 wherein said material comprises a stretched needled non-woven material, stabilized in its stretched condition.

6. (Original) The laminate of claim 4 or 5 wherein the non-woven material has substantially varied areal density of fibers over its surface.

7. (Original) The laminate of claim 6 wherein said non-woven material comprises areas with high areal density of fibers interspersed with areas with low areal density of fibers in which the ratio of high to low areal densities is at least four to one.

8. (Cancelled) The laminate of claim 1 wherein the material comprises a knit material in which yarns form hook-engageable loops.

9. (Original) The laminate of claim 1 in which the paper substrate is of smooth sheet form.

10. (Cancelled)

11. (Currently Amended) The laminate of claim ~~[[10]]~~ 1 in which the paper substrate comprises a smooth sheet side of a corrugated board.

12. (Cancelled)

13. (Currently Amended) The laminate of claim 1 ~~or 10~~ wherein the paper substrate is of continuous length laminated to a continuous length of the hook-engageable material.

14. (Currently Amended) A merchandise display comprising at least one laminate according to claim 1 ~~or 10~~ and merchandise having loop-engageable hooks, the hooks releasably securing the merchandise to said hook-engageable fibers or yarns.

15. (Currently Amended) A merchandise display comprising at least one laminate according to claim 1 ~~or 10~~ and decorative material having loop-engageable hooks, the hooks releasably securing the decorative material to said hook-engageable fibers or yarns.

16. (Currently Amended) The ~~corrugated board~~ laminate of claim ~~[[10]]~~ 1 wherein said hook-engageable material is a non-woven hook-engageable material.

17. (Currently Amended) The ~~corrugated board~~ laminate of claim 16 wherein said hook-engageable material has a basis weight of about 2 ounces or less per square yard.

18. (Currently Amended) The ~~corrugated board~~ laminate of claim 16 wherein said material comprises a needled non-woven material.

19. (Currently Amended) The ~~corrugated board~~ laminate of claim 18 wherein said material comprises a stretched material, stabilized in its stretched condition by a cured binder.

20. (Currently Amended) The ~~corrugated board~~ laminate of claim 19 wherein the non-woven material has substantially varied areal density of fibers over its surface.

21. (Currently Amended) The ~~corrugated board~~ laminate of claim 20 wherein said non-woven material comprises areas with high areal density of fibers and areas with low areal density of fibers in which the ratio of high to low areal densities is at least four to one.

22. (Cancelled)

23. (Currently Amended) The laminate of claim 1 or ~~the corrugated board~~ of claim 18 further comprising a graphic design printed on a surface of the laminate or corrugated board disposed to be visible by viewing said outer surface of the web from which hook-engageable fibers or yarns extend.

24-38. (Cancelled)

39. (Original) The laminate of claim 1 in which said paper substrate is flexible enabling the laminate to be trained about processing rolls.

40. (New) The laminate of claim 1 wherein said hook-engageable material has a basis weight of less than about 4 ounces per square yard.

41. (New) A corrugated board comprising:
a corrugated paper core having a plurality of spaced apart flute regions defining first and second opposing, contoured surfaces; and
a hook-engageable material comprising a generally sheet-form web body including an inner surface laminated to the first contoured surface, and an outer surface from which hook-engageable fibers or yarns extend.

42. (New) The corrugated board of claim 41 wherein said hook-engageable material has a basis weight of less than about 4 ounce per square yard.

43. (New) The corrugated board of claim 42 wherein said hook-engageable material has a basis weight of about 2 ounces per square yard or less.

44. (New) The corrugated board of claim 41 wherein hook-engageable material is a non-woven material.

45. (New) The corrugated board of claim 44 wherein the non-woven material is a needled non-woven material.

46. (New) The corrugated board of claim 45 wherein the needled non-woven material comprises a stretched material, stabilized in its stretch condition by a cured binder.

47. (New) The corrugated board of claim 44 wherein the non-woven material has a substantially varied areal density of fibers over its surface.

48. (New) The corrugated board of claim 47 wherein the non-woven material comprises areas with high areal density of fibers and areas of low areal density of fibers, the ratio of high to low areal densities being at least four to one.

49. (New) The corrugate board of claim 1 further comprising a layer of paper laminated to the second contoured surface.